

ABSTRACT OF THE DISCLOSURE

An advertisement of merchandise is displayed, and
an e-mail message of information of the piece of
merchandise, including link information capable of
5 linking with a site where the piece of merchandise is
on sale, is transmitted to a user who has an interest
in the displayed a piece of merchandise. The time
required of the user to purchase the piece of
merchandise can be shortened, the piece of merchandise
10 can be examined and purchased by simple operation, and
the advertisement effect can be improved.